



Alleluia Conference

Exhibitor & Advertising Information Packet

July 18-23, 2023

ABOUT THE CONFERENCE

On July 18-21, 2023, the Baylor University Center for Christian Music Studies will present the twenty-first annual Alleluia Conference in association with Martin Creative Services, YouthCue, Texas Baptists, Celebrating Grace, and Sweetwater. This conference attracts many types of church musicians, including music ministers, worship leaders, children's choir directors, keyboardists, handbell musicians, and students. Last year over 300 people, representing most denominations and a wide range of ages, participated in the conference. Alleluia includes a large constituency of church music students, both from Baylor and other fine institutions.

We would like to invite you and your organization to exhibit and/or advertise with us at the 2023 Alleluia Conference. The exhibit areas will be held in the Great Hall of the George W. Truett Theological Seminary building and the McCrary Music Building on the Baylor University campus. These spaces are open many hours each day and are high traffic areas for conference participants who appreciate the opportunity to browse, speak with vendors, and purchase resources on sight. If you have a product or service for church music professionals, you won't want to miss this opportunity!

Within this document you will find information on exhibiting specifics, as well as information for a variety of advertising options. For more information about Alleluia, visit our website at: baylor.edu/alleluia.

If you have any questions about the advertising & exhibiting options for Alleluia, please feel free to contact:

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CELEBRATING GRACE



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Music & Worship

EXHIBITOR INFORMATION

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SET UP: The exhibit hall will open for set up at 8:00 AM on Tuesday, July 18th. Special arrangements can be made if set up on Monday afternoon is absolutely necessary. **Exhibits will be located in the Great Hall of Truett Theological Seminary (1100 S 3rd St, Waco, TX 76706) AND/OR the lobby of the McCrary Music Building.**

TAKE DOWN: The conference will end on Friday July 21st at noon. You must pack and remove all materials by 5:00 PM Friday afternoon.

NAMETAGS, CONFERENCE ATTENDANCE: You will receive an exhibitor nametag. **Conference registration is not included in your exhibitor fee.**

CONFERENCE LUNCHEON GIVEAWAYS: We invite our exhibitors to donate a product or a service which will be given away at our all-conference luncheon on Thursday. Please consider participating by providing something that best advertises your business.

CERTIFICATE OF INSURANCE: Please attach or email to alleluia@baylor.edu a COI listing Baylor University as a certificate holder with the following coverages: General Liability: \$1,000,000 per occurrence and \$2,000,000 general aggregate; Auto Liability: \$1,000,000; Worker's Comp: \$1,000,000.

ADVERTISING INFORMATION

CONFERENCE PROGRAM BOOK: We would like to offer you the opportunity to place an advertisement in the conference program book. Ads will be black and white and are offered in full page and half-page options. There is also an opportunity to advertise on the full-color inside covers of our program book. Advertising specs can be found on our website. Please upload all artwork for ads as a digital image in pdf format at <http://www.baylor.edu/alleluia/ads> by June 15th.

TV SLIDES: Conference announcements, pictures, and schedule updates are displayed on TVs throughout the campus venues. These TVs are placed in high traffic areas of the conference and we invite you to submit an advertisement slide for your organization or product to be shown throughout the week. Advertising specs can be found on our website. Please upload all artwork for ads as a digital image in pdf format at <http://www.baylor.edu/alleluia/ads> by June 15th.

REGISTRATION PACKET PROMOTIONAL MATERIAL: We invite organizations to provide a promotional flier that will be included in the bag that all attendees will receive at registration. This is limited to one flier per organization, and they must be mailed to us by June 15th. No additional copies will be made unless provided by the organization.

PUSH NOTIFICATION IN MOBILE GUIDEBOOK (5 Available): Promote your product or exhibit space by purchasing a push notification that will be shared during the event through the mobile guidebook app. The mobile guidebook is a one-stop shop for the conference schedule, general information, maps, clinician bios, networking, and more! **MESSAGE CANNOT EXCEED 1024 CHARACTERS.** Email text/link for this notification to alleluia@baylor.edu by June 15th.

Reserve your exhibit and advertising space now!

EXHIBIT SET UP: Tuesday, July 18th, 8-10 AM

EXHIBIT HOURS: Tuesday, July 18th, 10 AM – 5:30 PM
Wednesday, July 19th, 7:45 AM-6:00 PM, 7:30 PM-9:00 PM
Thursday, July 20th, 7:45 AM-6:00 PM, 7:30 PM-9:00 PM
Friday, July 21st, 8 AM-11:00 AM
(Additionally, morning snacks and the conference's famous Dr Pepper Floats are served in the exhibit space each afternoon.)

FEES: \$325 per 10'x10' space *If you need more than 1 table please plan to purchase multiple 10x10 spaces.

FEES INCLUDE: 1 8-foot table, 2 chairs, and access to exhibitor space (plus worship gatherings)



CELEBRATING GRACE



TEXAS BAPTISTS®
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EXHIBITOR & ADVERTISING APPLICATION

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Thank you for your interest in reserving exhibit space and/or advertising for the Alleluia Conference at Baylor University July 18-23, 2023. Please complete the following information and return this form with a check (made out to Baylor University) to us via post or fax. **You may also complete this form online at baylor.edu/alleluia/exhibit.** Thanks for helping to make this a wonderful conference!

Organization: _____

Address: _____

Email: _____

Phone: _____ **Fax:** _____

Exhibitor Names: _____

Exhibit Reservations:

____ Number of 10x10 spaces (1 8ft. table and 2 chairs) - \$325/space

____ I will need an electrical outlet for my booth.

____ I will provide a door prize for the Thursday luncheon drawing.

Program Book Advertising Options:

____ Half Page - \$150

____ Full Page - \$200

____ Full-Color Inside Cover - \$500 (only 2 available)

TV Slides

____ 1 Slide Displayed for Entire Week - \$200 *additional slides \$50/each

Other Opportunities:

____ Registration Packet Material - \$150 *limit one flier/organization.

____ Push Notification in Mobile Guidebook - \$150 promote your product or exhibit through the conference app.

____ Sponsor a Dr Pepper Float break - \$250/day (T-Thr). Breaks are held in the exhibit areas. (3 available)

Service Category:

☐ Music/Accessories

☐ Publisher/Distributor

☐ Bookstore

☐ University/College

☐ Software

☐ Other

TOTAL AMOUNT DUE:

I understand the responsibilities of this Exhibiting/Advertising application and my obligations as an advertiser and/or exhibitor. I further understand that if my ad copy is not received by June 15, 2023, my advertisement may not be included in the Conference Program Book.

Signature _____ **Title** _____

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